Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

Financial Results

Rural Situation Reports

Urban Situation Reports

**I Key Performance Indicators**

Awareness

Brand Perceptions

Retailer Perceptions

Market Shares by Consumer Segment

Sales by Consumer Segment

Market Shares by Shopper Segment

Sales by Shopper Segment

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence

Forecasts

|  |  |  |
| --- | --- | --- |
| **Key Performance Indicators** | | |
|  | Rural | Urban |
| Rotation Index | | |
| Volume | | |
| Elecssories |  |  |
| HealthBeauties |  |  |
| Value |  |  |
| Elecssories |  |  |
| HealthBeauties |  |  |
| Profitability Index |  |  |
| Stock Cover |  |  |
| Share of Shoppers (%) | | |
| B&M Shoppers |  |  |
| All Shoppers |  |  |

Rotation Index measures sales (volume and value) per 1% shelf space

Profitability index measures gross profit per 1% shelf space

Stock cover is the ratio of closing inventory over weekly sales volume